

Sales and Service Technology – Dean Response

Many elements met. The program had a number of concerns for the committee but did fail to meet any of the standards.

Notes:

- Standard B-c: Faculty to student ratio is too low. Too few faculty for number of classes and too many faculty near retirement. However, in another part of report, the committee doesn't believe that the current faculty to student ratio is a problem but might be in the future. Department concurs with latter. Dean suggests a better mix of adjuncts.
- Standard B-d: Call from committee to shift to more hybrid (mixed online and F2F) however online offerings are considered a strength. Department concurs. Dean suggests that compensation policy needs review for effective incentives.
- Standard C-a: Feedback from prospective employers indicated that the SST graduates were better prepared and ready to hire than any other graduates. The SST students "Shine!" Department concurs. Dean notes that an aspect of this curriculum could help technical students.
- Standard C-b: Committee believes there were too many (13) outcomes and goals. Department disagrees. Dean suggests that it is only too many if unmanageable. That will be tested this fall.
- Evaluate-c,d,e: A system and evidence is being suggested. These are concerns. Again, the department suggests that they will prove the case come November. Dean notes that he will hold them to that.
- Standard-F: Hire diverse faculty. Dean concurs.
- Standard-G-c: Committee suggests that advisory committee "could use some improvement in formalizing the roles and membership of the external partners. There needs to be a blend of decision makers. Have an external chair of this committee; utilize a strong advisory board by giving them some authority and ownership in the committee and the decisions for the department. Have the advisory board assist in the curriculum review process and the hiring of new faculty. Meet regularly and have expectations for the committee". The department does not address this. The Dean discussed this with the department and was informed that all these changes were implemented just prior to the visit. Aaron Hall is the new chair of the SST IAB and he is looking to quarterly meetings.
- Other comments:
 - o Test whether faculty advising does retain students.
 - o And make everyone a part of the process, creating an assessment culture.
 - o Also, there should be a review of the Sr. Seminar course to see if it is in line and meeting the demonstrated learning outcomes.
 - o Utilize the external advising team to help determine the needs of current employers.

The Dean also suggests two things:

- one, the program has already shown success in development and fundraising and industry relations. There is still much room to grow and he suggests that the Hall Center for Sales Excellence will be a key part of this.
- Second, the department should be proud of what they accomplish. The students mostly realize that they are not in a business program. However, there is an impression from the GSBE that some students pass off themselves as business students. There is mostly anecdotal evidence of this. However, we want the GSBE to pass AACSB accreditation, including asking for an exception for this program, and be confident that we are doing all we can to keep the two programs separate.